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Message Text

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ACTION ICAE-00

INFO OCT-01 NEA-10 ISO-00 COME-00 EB-08 /019 W
----------030903 161201Z /10
R 141430Z APR 78
FM AMCONSUL CASABLANCA
TO SECSTATE WASHDC 5427
INFO AMEMBASSY RABAT
AMCONSUL TANGIER POUCH

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STATE FOR CU/PC

E.O. 11652: N/A
TAGS: EINV, SGEN, SOPN
SUBJ: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 51579

1. US-CONNECTED MULTINATIONAL CORPORATIONS IN MOROCCO DO NOT FOR REASONS CITED BELOW ENGAGE IN MANY "CORPORATE CITIZENSHIP" ACTIVITIES AS DEFINED IN REFTEL;
HOWEVER THEY DO NOT HAVE AN UNFAVORABLE IMAGE IN MOROCCO.
THE SAME APPLIES TO SMALL U.S. COMPANIES AND TO MNC'S WITH OTHER NATIONAL AFFILIATIONS--INCLUDING NOTABLY FRENCH (FRANCE IS MOROCCO'S LARGEST SUPPLIER AND PARTNER). THE FACT IS FOR A NUMBER OF REASONS A SOCIAL PERFORMANCE INDEX AS OUTLINED REFTEL IS NOT A PARTICULARLY MEANINGFUL MEASUREMENT HERE IN MOROCCO. THE REASONS ARE MANY: 1) THE HIGH STANDARDS MAINTAINED BY MNC'S IN MEETING THE FAIRLY BROAD REQUIREMENTS OF MOROCCAN LAW IN PROVIDING SOCIAL BENEFITS (SOCIAL SECURITY, HEALTH INSURANCE) TO THEIR EMPLOYEES; 2) THE PARTIAL OR COMPLETE MOROCCANIZATION OF MOST FOREIGN CORPORATIONS OPERATING IN MOROCCO, WHICH MEANS THE CORPORATIONS ARE NOT SEEN AS THE "THEY" OPPOSED TO "WE" BY MOROCCANS; 3) THE ABSENCE OF 'SOCIAL CONSCIENCE' AS PERCEIVED
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IN THE WEST IN THIS ISLAMIC SOCIETY; AND 4) MOROCCAN SENSI-TIVITY TO CHARITY FROM FOREIGN CORPORATIONS, WHICH IN THE EYES OF THE MOROCCANS IMPLIES THAT THE MOROCCANS DON'T ADEQUATELY TAKE CARE OF THEIR OWN.

2. MNC'S IN MOROCCO HAVE A GOOD RECORD OF PROVIDING BENEFITS (MEDICAL INSURANCE, PHYSICAL EXAMS, SUBSIDIZED HOT MEALS, COST

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OF LIVING SALARY INCREASES) TO THEIR EMPLOYEES. THESE PROGRAMS ARE OF COURSE OF DIRECT BENEFIT TO THE COMPANIES THEMSELVES, AND GENERALLY ARE REQUIRED BY MOROCCAN LAW. IN ADDITION, SEVERAL US-CONNECTED COMPANIES CONTRIBUTE TO CHARITY (MOST OFTEN THE AMERICAN WOMEN'S CLUB), AND TO THE CASABLANCA, RABAT, AND TANGIER AMERICAN SCHOOLS. A MAJOR TIRE COMPANY ENGAGES IN SPORTS PROGRAMS, MAKING ITS FACILITIES AVAILABLE TO NON-EMPLOYEES AS WELL.

3. THE AMERICAN CHAMBER OF COMMERCE IN MOROCCO RECEIVED A LETTER ON CORPORATE GOOD CITIZENSHIP FROM THE CHAMBER OF COMMERCE OF THE UNITED STATES IN WASHINGTON, FORWARDING A LETTER FROM THE INTERNATIONAL MANAGMENT AND DEVELOPMENT INSTITUTE. THE LATTER ENCLOSED A QUESTIONNAIRE (FOR AMCHAMS WORLD WIDE), AND A PROFILE SHEET ON INDIVIDUAL PROGRAMS IN THE FIELD OF CORPORATE CITIZENSHIP. THE PROFILE SHEET WAS CIRCULATED AMONG ALL MEMBERS AND THE RESULTS COOROBORATE OUR FINDINGS.
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